

1 (2) selecting some data and communicating said selected data in one or  
2 more control instructions;  
3 (3) transmitting one or more signals containing said unit of mass  
4 medium programming and said one or more control  
5 instructions;  
6 controlling a receiver station on the basis of said one or more transmitted signals,  
7 said second step of controlling comprising the steps of:  
8 (1) receiving some of said unit of mass medium programming and said  
9 one or more control instructions; and  
10 (2) communicating some data detected at said receiver station to a  
11 processor or a storage location; and  
12 (3) presenting said unit of mass medium programming and some  
13 supplementary output information content applicable to  
14 said unit of mass medium programming at one or more  
15 output devices; and  
16 controlling a receiver station on the basis of said one or more transmitted signals,  
17 said third step of controlling comprising the steps of:  
18 (1) inputting information of the reaction of a subscriber to a  
19 presentation of said unit of mass medium programming;  
20 (2) generating some output information content by process said input  
21 information of the reaction of a subscriber; and  
22 (3) outputting said generated output information content.